

Message Text

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SUBJECT: PLOVDIV FAIR

USIA FOR IBS BULGARIAN SERVICE; IPS/E; IEE; ICS/E/DAVIS

STATE ALSO PASS DOL

1. PLOVDIV, SEPTEMBER 10 -- THE AMERICAN EXHIBIT "AUTOLIFE USA" CLOSED HERE TODAY AFTER A SUCCESSFUL NINE DAY SHOWING AT THE TWENTY-NINTH PLOVDIV INTERNATIONAL TRADE FAIR. MORE THAN 370,000 OF THE 430,000 VISITORS TO THE FAIR (OFFICIAL ATTNDANCE FIGURE) PASSED THROUGH THE AMERICAN EXHIBIT.

2. APART FROM THE SIX AMERICAN CARS, RANGING FROM A LINCOLN CONTINENTAL TO A JEEP WAGGONEER, THE HIGHLIGHT OF THE EXHIBIT WAS A MOBIL GAS STATION COMPLETE WITH SERVICE BAYS IN WHICH A REPRESENTATIVE OF THE STEWART WARNER COMPANY DEMONSTRATED GREASE RACKS, LUBRICATION DEVICES AND WHEEL BALANCING AND ALIGNING EQUIPMENT. VISITORS TO THE PAVILION WERE ALSO INTRIGUED BY THE "DRIVAVISON" DRIVING TRAINING UNIT IN THE EXHIBIT.

3. THE US DEPARTMENT OF LABOR ORGANIZED TWO SEMINARS ON "AUTOMOTIVE TRAINING" DURING THE FAIR IN PLOVDIV IN CONJUNCTION

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WITH THE "AUTOLIFE USA" EXHIBIT. THE TWO-DAY SESSIONS FEATURED

PRESENTATIONS BY MANPOWER CONSULTANT GEORGE B. MILLER ON "THE IMPACT OF AUTOMATION ON VOCATIONAL EDUCATION", GARAGE OWNER GORDON VAN DIEN ON "SKILLS TRAINING IN THE AUTO INDUSTRY" AND FORD MOTOR COMPANY SPECIAL TRAINING PROGRAMS MANAGER MELBURN H. CHESNEY ON "TRAINING FOR AUTO SERVICE" AND INCLUDED TWO FILMS ON TRAINING FOR AUTO SERVICE. ABOUT THIRTY REPRESENTATIVES OF BULGARIAN ENTERPRISES AND MINISTRIES CONCERNED WITH AUTOTRANSPORT, SUCH AS AVTOIMPEX, BALKANCAR, ETC., ATTENDED THE SESSIONS.

4. BUREAU OF EAST WEST TRADE REPRESENTATIVE JOE MANDATO AND MOTOR EQUIPMENT MANUFACTURES ASSOCIATION REPRESENTATIVE ANDY FLORIO RECEIVED MORE THAN 150 REQUESTS FOR INFORMATION FROM REPRESENTATIVES OF BULGARIAN ORGANIZATIONS AND ENTERPRISES INTERESTED IN DOING BUSINESS WITH THE 22 AMERICAN FIRMS WHOSE PRODUCTS WERE FEATURED IN THE EXHIBIT OR THE 100 AUTOMOTIVE EQUIPMENT FIRMS WHOSE CATALOGS WERE FEATURED IN THE SPECIAL LIBRARY IN THE DEPARTMENT OF COMMERCE'S BUSINESS DEVELOPMENT OFFICE.
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